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# GUARANTEED OIL HEAT

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# Guaranteed Oil Heat

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*Sponsored by this Directorate of the*  
**PETROLEUM HEAT & POWER CO.**

*Makers of Oil Burners since 1903*

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**PETRO**  
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# Only when you have a Petro can you appreciate its value

This booklet reveals three startling new facts on oil heat. Facts not commonly known. But once you know them, the oil heating question is answered for all time.

Our organization was the first to discover that to compare oil heat and coal heat is to compare silk with lemons. Both serve a purpose, *but not the same purpose*. Petro was the first to demonstrate this truth.

If a coal-fired furnace could be automatically controlled to maintain a constant, uniform temperature, you still would not have the real advantages of Petro Oil Heat. Petro owners say that they would not go back to coal if oil heat cost twice as much. Others say that if coal were *free* they would rather *pay* for Petro Oil Heat.

There can be no comparison between two things, one of which men would not accept as a gift! Particularly when Petro Oil Heat seldom costs more than the bare cost of hard coal—and frequently much less!

What you think Petro Oil Heat means to you *beforehand* does not begin to describe what it means to you *afterward*.

The very reasons that lead many to decide on Petro, are forgotten the first week they have it. We know this is true because what Petro owners say is entirely

different from the claims usually made to sell oil heat. In other words, the reasons Petro owners *keep* their burners are not the reasons for their *buying* them!

It's not the *relief* from coal heat—but the *thrill* of Petro Oil Heat itself! It's in never having to *think* of heat—not in *forgetting* the heating plant. Not the novelty of having uniform temperature—but the modernness of never having anything else! The joy of having your house *stay* clean—not the freedom from cleaning house.

You can imagine the luxury of having your heating plant take care of itself, but no mental picture can do justice to the satisfaction of an extra hour abed on cold mornings. To awakening in a house with every room cheerfully warm. You could read a book on the convenience of Petro Oil Heat, and yet return to your home after a few days' absence or late at night, and get an entirely new conception of convenience!

The installation of a Petro has an effect very similar to that of having a substantial sum in the bank. It's not the relief from fear but the presence of confidence. You are independent. Free to come and go as you please. Your physical well-being is provided for. It reflects itself in your mental attitude—in your disposition. Life actually takes on a brighter hue. And because



of this you would as quickly remove your Petro as to throw away your bank account.

There is a pardonable pride, a new sense of well-being, a smug-complacency in living with Petro that goes far beyond any method of heating you have ever known.

But this glorious enthusiasm comes only *after* you have it. Petro Oil Heat is always better than you expected. Its purchase is unlike that of anything else that comes into your home. You know a new motor car will thrill you. You know what pleasure a fine radio will give your family. You would not question the happiness of a new grand piano. You can anticipate what these will mean to you.

But no one has ever been able to anticipate the comforts of a Petro. Nor can anyone describe



## THE JOY OF PETRO BEGINS WHERE COAL HEAT ENDS

it to you sufficiently. You cannot experience it in anyone's else home. The only way to appreciate what Petro does for you is to have it do it for you.

That is the first fact. The second, discussed on the following two pages indicates how you may enjoy this great experience before you are asked to decide.

The third fact explains why Petro alone is able to make this extraordinary demonstration offer. On Pages 6 to 9 is the story of how Petro engineers have simplified oil heating by using AIR as a motive force. It is an explanation of the greatest record ever set in the entire oil heating industry. It is your assurance that once in, your Petro will remain there becoming more prized each succeeding year.





# Petro's perfect 5 year record prompts this new buying plan

Petro's sweeping new purchasing plan is new only because Petro is the first to be able to offer it. Now the actual joy and comforts of Petro Oil Heat in your own home help you decide.

This generous offer of your local Petro dealer is not based upon generosity. But on the perfect 5-year record of the Petro Oil Burner.

When the first domestic Petro was finally perfected in 1923, it already had a background of 20 years of pioneering and success in industrial oil heating. Although it was unequaled by any oil burner then being marketed, no public mention was made of it. Instead there were four more years of closer observation as the number reached the thousands. Unlimited assets enabled this company to carry the burden. Home owners were never exploited.

Now with a perfect five-year record unblemished by a single instance of failure, these engineers are ready to concede that Petro is the greatest achievement in the whole history of oil heating. History has shown that once a Petro goes in, it stays in! Petro directors deem it worthy of their sponsorship.

It is upon this record of performance, that your local Petro

dealer absolutely guarantees oil heating satisfaction.

We say that the only way to appreciate what Petro does for you is to have it do it for you. No explanation of a theory in the basement can equal the actual experience upstairs in your home. You can shop a whole month among oil burner show-rooms and never learn what one day's happiness with Petro means. No show-room can exhibit 2 A. M. results! It is an experience that must be lived.



*The joy and comforts of Petro in your own home help you decide*





Heretofore, this experience could be gotten only after the burner was installed and paid for. Now your Petro dealer makes it possible for you to settle the oil heating question forever with a demonstration right in your own heating plant!

If your heating plant is suitable at all for oil heat, he offers you two weeks of Petro Oil Heat, without any obligation on your part beyond the cost of the oil consumed. What you save on coal during the demonstration pays for the oil—so the experience costs you nothing.

This will give you a perfect opportunity to prove how economical Petro Oil Heating really is. If after the two week's period

you are not convinced that Petro Oil Heat meets with your fullest approval, the Petro will be removed bag and baggage without expense to you.

If we did not know—if your Petro dealer did not know *in advance* what your decision would be, neither of us would be in the oil burner business.

This opportunity to pre-judge Petro Oil Heat enables you to get a foretaste of the wonderful experience in store for you. It gives you an insight into why other Petro owners would not go back to coal if it were free! It demonstrates the comfort, the convenience, the cleanliness in a way that will forever be unknown to you until you actually have Petro Oil Heat in your home.

This two weeks' demonstration will clear up every question you may have about oil heat in general. We say it is so quiet only those with sharp ears may faintly hear it,—and not always then. But judge for yourself. We say it compares favorably in cost of operation with whatever method you may now have. Check this yourself. We say Petro will operate perfectly on the cheapest Domestic Fuel Oil on the market today. Prove this in your own installation. This opportunity to have a Petro help you decide in advance of purchase is the second new fact. Its importance will not be overlooked by you.

How Petro established a perfect five-year record and why the management of this great organization endorses its product in this fearless manner is covered in detail on the following pages. The use of AIR by Petro engineers is the third fact of vital importance.



# Petro engineers simplified oil heat by putting air to work

Here is the climax to the whole Petro story. Without this principle there would have been no Petro. Without the simplicity brought about by the use of air, it is doubtful if Petro could have established its great record. For the application of air as a motive force in Petro accomplishes amazing results.

Air, of course, must supply the oxygen to support combustion of the oil. That is its obvious use. So obvious in fact that few realized that this same air might be put to other work.

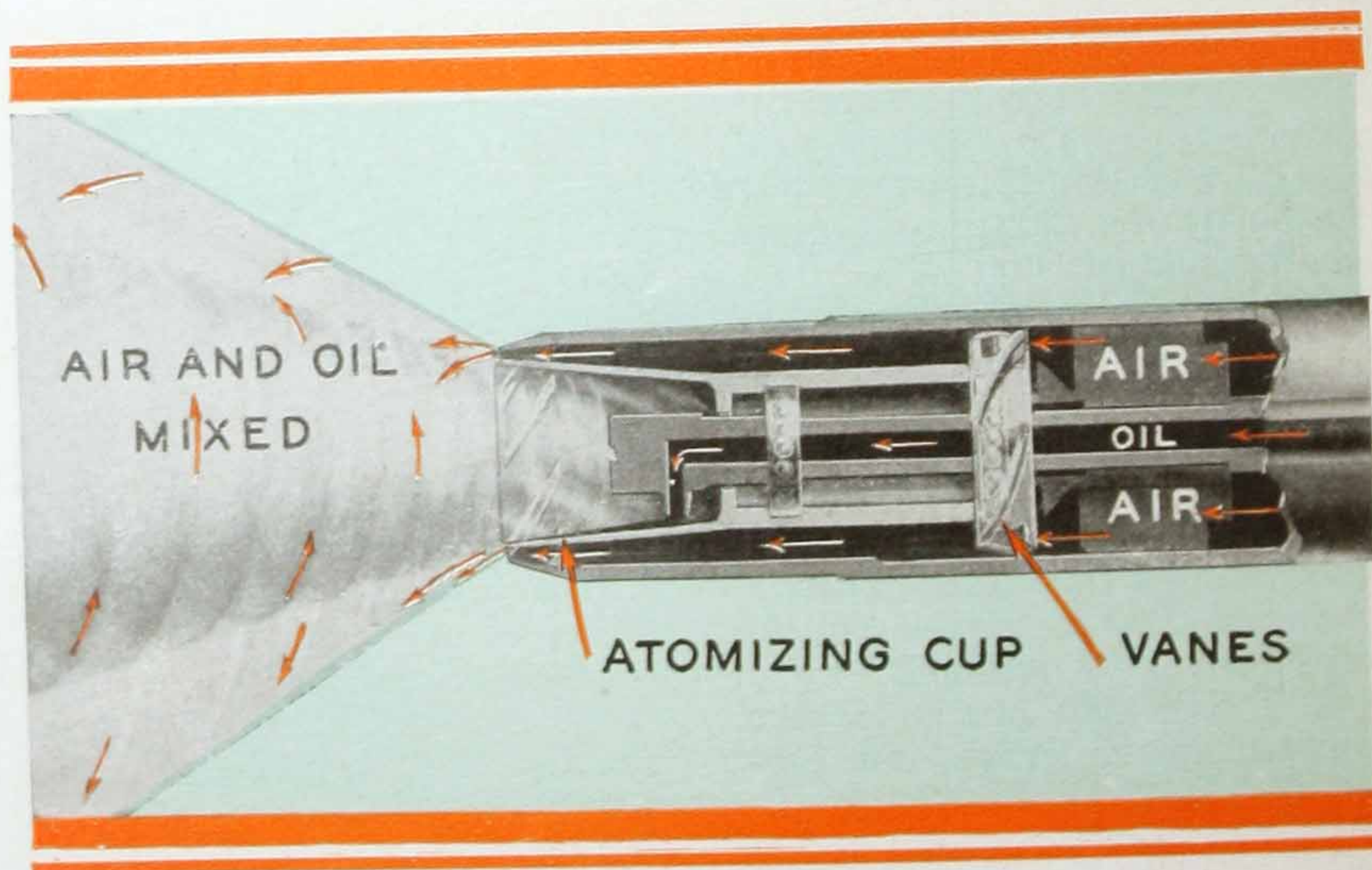
In Petro, air alone does the work of expensive gears, belts and shafts. Not only does it do it better and more quietly, but air

never wears and costs nothing! Air cannot get out of order. It requires no servicing or attention.

In eliminating these intricate, complex mechanical contrivances, it also did away with their care and maintenance. It reduced the cost of building the world's finest oil burner to a parity with the most ordinary oil burner.

As you know, proper combustion of oil fuel is only possible with mechanical atomization. That is, the oil must be broken up so fine that it resembles a fog or mist. The air must be thoroughly mixed with the oil.

Petro engineers have demonstrated that oil can best be atomized by centrifugal force. This





permits an unrestricted flow of oil thru the burner. Clogging is practically impossible.

They also demonstrated that a certain, definite speed of the atomizing cup was ideal for perfect atomization. Heretofore, the speed of the motor directly determined the speed of the cup. But with such limitations much flexibility of operation was lost. By putting free air to work, they were able to operate the cup at any desired speed which could be entirely different from that of the motor. This remarkable flexibility of air solved the problem of simplifying oil heat.

It made possible a motor that would run economically, quietly and over a longer period. It eliminated riotous vibration that would result from a highly over-pressured burner. It reduced the number of parts materially. By increasing its efficiency, it reduced the cost of heating. It assures you of an uninterrupted heating service.

In the illustration below see how simple this air principle is.

The moment Petro starts, the motor operates the fan. The air from the fan is directed down into the barrel. In this barrel is the atomizing cup held in place by two sets of ball bearings. At one end of the cup are vanes set at a predetermined angle to produce the ideal speed. As the air impinges on these vanes it sets the cup to revolving. It is so beautifully balanced that this cup will continue to spin several minutes after the motor has stopped.

The same air that operates the cup then passes out thru the end of the barrel. But as it passes out it meets a second set of vanes which whirl the air in a counter-direction to the motion of the spinning cup. This air serves three purposes at this point. It keeps the tip of the atomizing cup cool when in operation, it gives the final touch to atomization and supplies the necessary oxygen for combustion.

How air is used in feeding the oil from the outside storage tank to the heating plant is described and illustrated on the following pages.





# This ingenious use of air solves the oil heating problem

Whether your storage tank be inside the basement or under ground outside, its contents are always under atmospheric pressure. The moment your Petro starts, the motor operates the pump. This pump creates a vacuum and the atmospheric pressure forces the oil out of the tank into the feed line to fill the vacuum. Atmospheric pressure is just another way of expressing the weight of air that is constant and ever-present.

Simultaneously with the pump, the fan starts. Some of the current of air created, passes down into the float chamber illustrated on the opposite page. This float chamber is a reservoir of oil kept at a constant level by a float valve.

The air pressure created by the fan is only a few ounces. This is sufficient to feed the oil from the float chamber onto the inner surface of the atomizing cup.

However, until the atomizing cup attains its full speed, it cannot break up the oil properly. So the air entering the float chamber is allowed to escape thru an automatic by-pass until the cup is spinning at the ideal speed. Then this by-pass valve gradually closes, gently increasing the pressure in the float chamber. A very small amount of oil begins to flow into the whirling cup. It is caught up and thrown off centrifugally, meeting the counter

current of air passing on the outside of the lip of the cup, which atomizes it and carries it into the combustion chamber. This minimum of finely broken-up oil is ignited automatically. Cold air in your chimney is started gently upward as the draft is established.

When the by-pass closes tight the full air pressure is exerted in the float chamber and the full supply of oil is fed to the cup. So Petro always starts off as smoothly as a yacht.

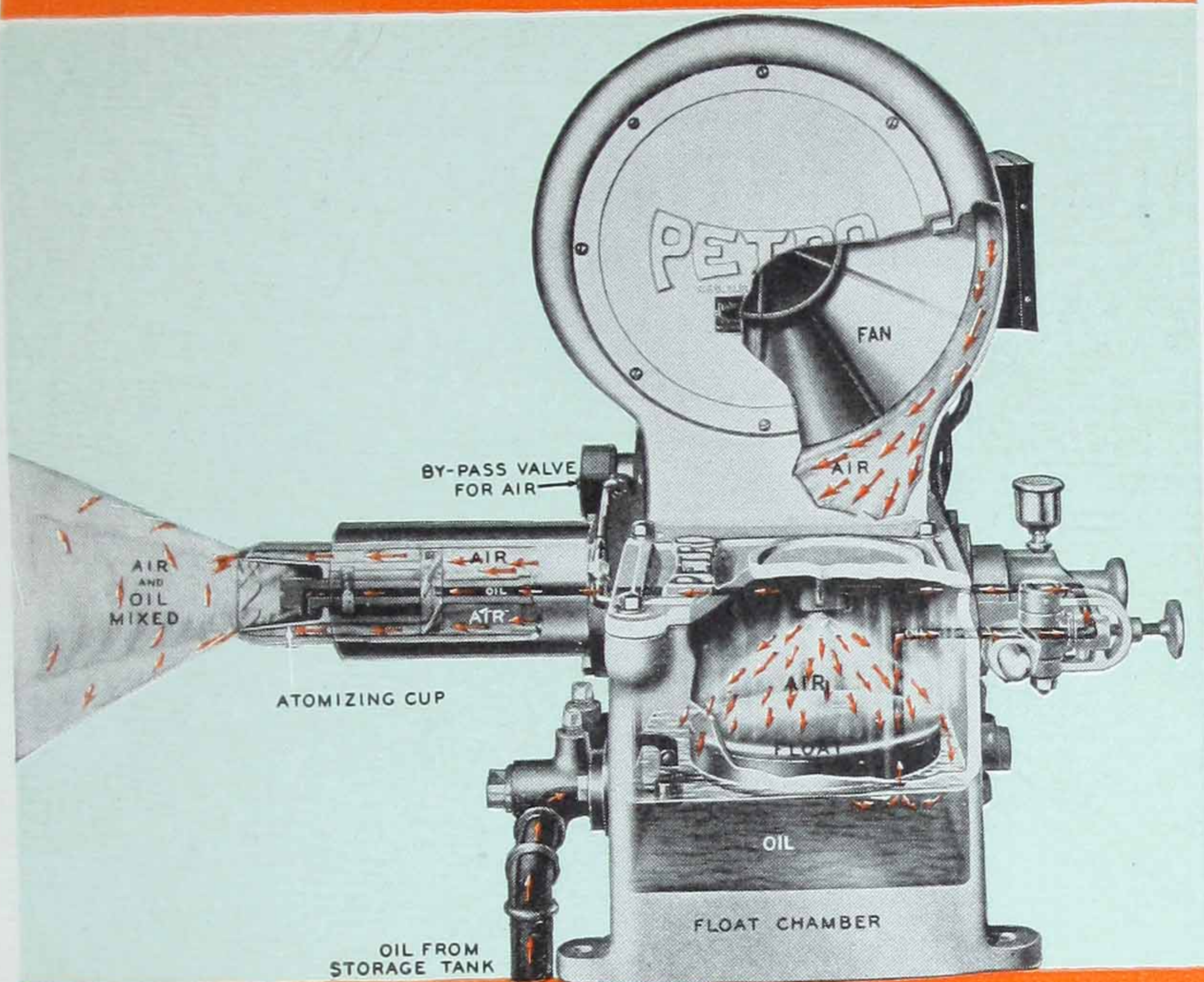
When the burner shuts down, the fan ceases to exert any pressure in the float chamber. The oil flow is stopped. Again atmospheric pressure drains what oil remains in the burner back into the reservoir. This leaves the burner free and clear to go thru the same cycle when the burner is called upon to operate again.

The infinitesimal film of oil that would remain on the inner surface of the cup is thrown off by centrifugal force of the spinning cup, keeping it in perfect condition.

These seven uses of air in addition to its use as oxygen in combustion explain the mechanical simplicity and quietness of the Petro. You will note that the motor, fan and pump are the only three moving parts not operated by air—and *electricity operates these!*

If these simple steps seem complex, think how much more com-





plicated the Petro would have to be, to do the same work with mechanical contrivances! It is the use of air as a motive force in Petro that made it possible to establish a record that has never been known in the oil heating industry. It has brought about a simplicity that commends it to you as the oil burner to consider for your home.

In the illustration above, you can see at a glance that air is the *real* motive force. The fan in the housing above the burner is simplicity itself. No adjustments are ever necessary.

The air travel is direct through large apertures that are constant in size. That which flows down into the float chamber has its work to do. The rest that enters the barrel actuates the atomizing

cup. Both jobs are simple, requiring no complicated apparatus.

In fact, you can see for yourself the utter simplicity of the Petro principle. With so few moving parts, you can see that it is *air* that actually has to do the work. With air costing nothing and never wearing out, it is difficult to conceive of a device with a sounder or more economical motive force.

Naturally, such simplicity assures you of uninterrupted service year after year. The experience of the thousands who have enjoyed Petro Oil Heat over a period of several years bears this out. You have but to talk with a Petro owner to realize that he is enjoying a type of heating service far different from that of any other oil burner owner.



# Getting the advantage of lowest cost fuel oil

Economy is another result of the Petro principle of using air. Not only is Petro listed by the Underwriters' Laboratories to use Fuel Oil of low gravity, but Petro's method of atomization gets the very maximum of heat units out of every drop of oil.

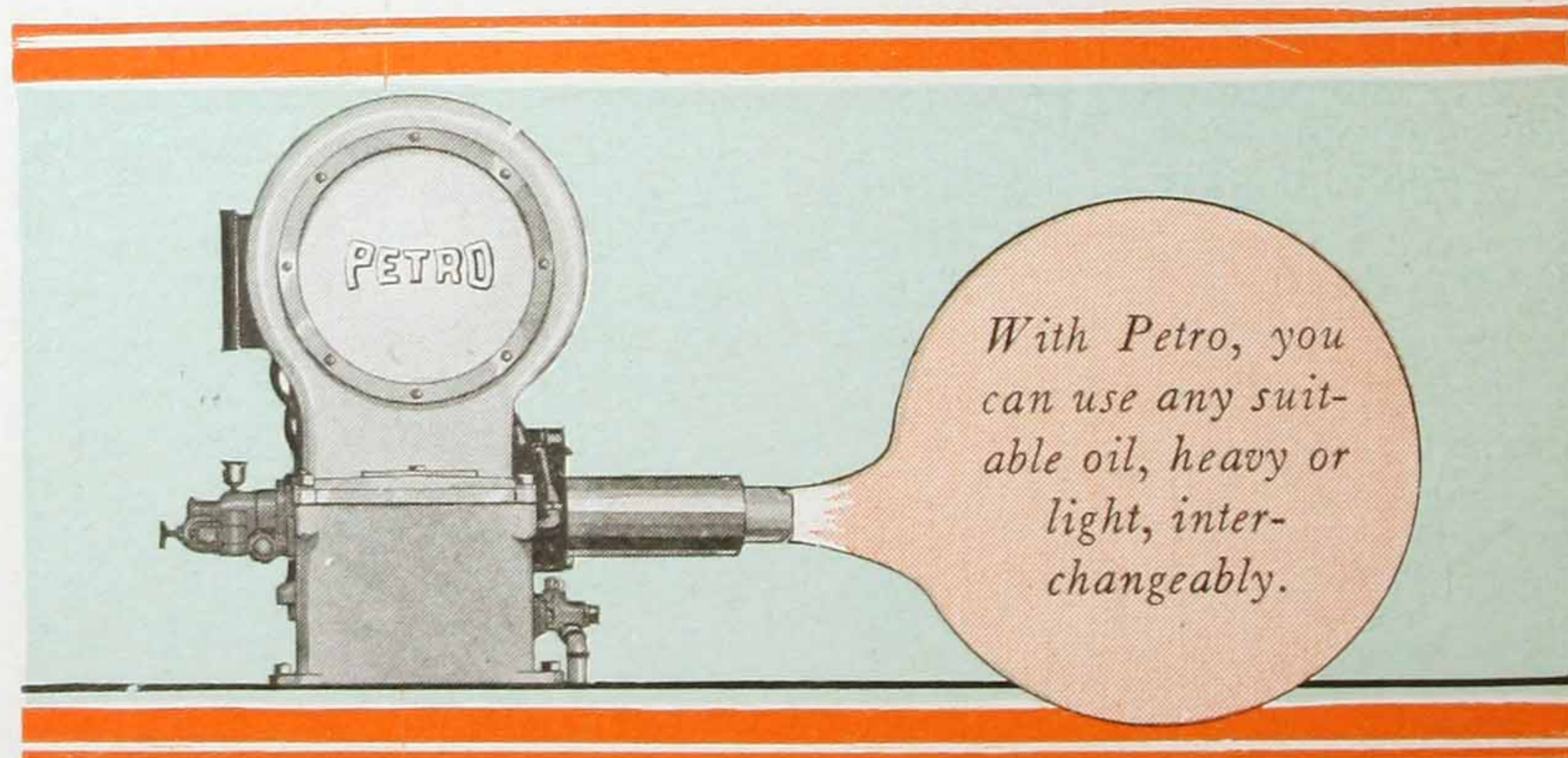
So, as wonderful as Petro Oil Heat is, you pay no premium to enjoy it. In fact, you will find Petro Oil Heat more economical than any other method of heating with oil.

There are several grades of oil suitable for heating homes. These range from kerosene down to medium Fuel Oil. The lighter the oil the more it costs. And the heavier the oil the more heat units are available. *So the oil richest in heat is the oil lowest in cost!* With Petro, you may use

the cheapest oil so efficiently that you get the greatest economy.

Ten years ago no domestic oil burner could use heavy Fuel Oil. Few can today. Methods of atomizing and combustion were too imperfect. But Petro engineers have proved for 5 years that oil of low gravity can be used with a facility equal to that of kerosene. In large Petro industrial burners, oil heavy enough to shovel is commonly used.

Heavy oil cannot pass thru a small opening as easily as light oil. But light oil may be used equally well. Because of the unrestricted flow of oil thru the burner, any grade of oil suitable for heating homes may be used interchangeably. So whatever grade of oil is cheapest at the



*With Petro, you can use any suitable oil, heavy or light, interchangeably.*



moment or is most quickly obtainable is available to you.

The unusual size of the atomizing cup explains the ability of Petro to handle all grades of oil—even the more economical Fuel Oil. But the method of breaking the oil up into the finest mist ever achieved, explains the completeness of combustion.

Centrifugal force is a constant force. As the oil pours into this rapidly spinning cup, it is whirled out in an unbelievably fine mist. And as it encounters the current of air revolving in the reverse direction the tiny globules are shattered *into even finer atoms!*

These tiny particles are so small that they instantly ignite, burn and form a gas. An efficient heating plant will absorb the maximum of the heat units released by this gas. There is no waste.

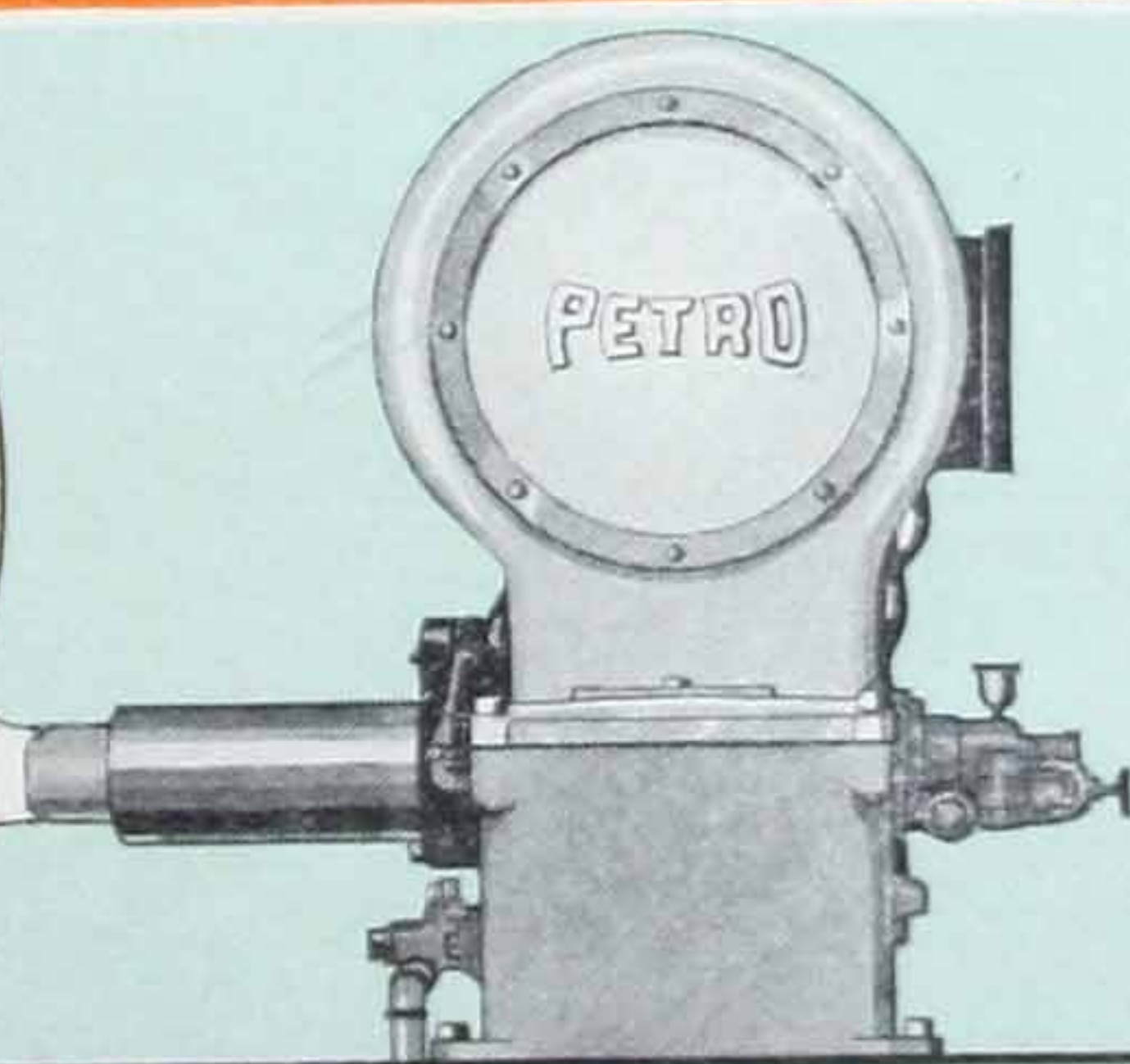
Although Petro Oil Heat cannot be compared with coal heat—the costs of the two methods can be compared! Forgetting for the moment the advantages of Petro Oil Heat, omitting entirely the savings effected by it in cleaning, decorating, etc., it is still so economical that a family of even modest means may enjoy it to advantage.

It means little to the man of modest income, that wealthy people would not give up Petro if it cost twice as much. No matter how wonderful Petro is, some *must* count the cost. Sometimes the actual cost of oil fuel runs a bit higher than the bare cost of hard coal. Frequently it runs less. In most cases the costs are about the same. This difference is not in the efficiency of the Petro but in the efficiency of the heating plant, the degree of insulation in the house and individual habits of the owners.

With Petro Oil Heat you have its gracious comfort many times when you would not bother to build a coal fire. In the late spring and early fall, you will find yourself basking in solid comfort, when formerly you preferred to shiver rather than start a fire merely for one day.

So far as your household comfort is concerned there are no sudden changes in weather. Your Petro anticipates these and regulates automatically the temperature of your rooms. The fact that these privileges are possible makes it easy to understand why coal heat at any cost is expensive as well as most annoying.

**But Fuel Oil  
gives you more  
heat at a lower  
cost.**





# You can heat your house better with Petro

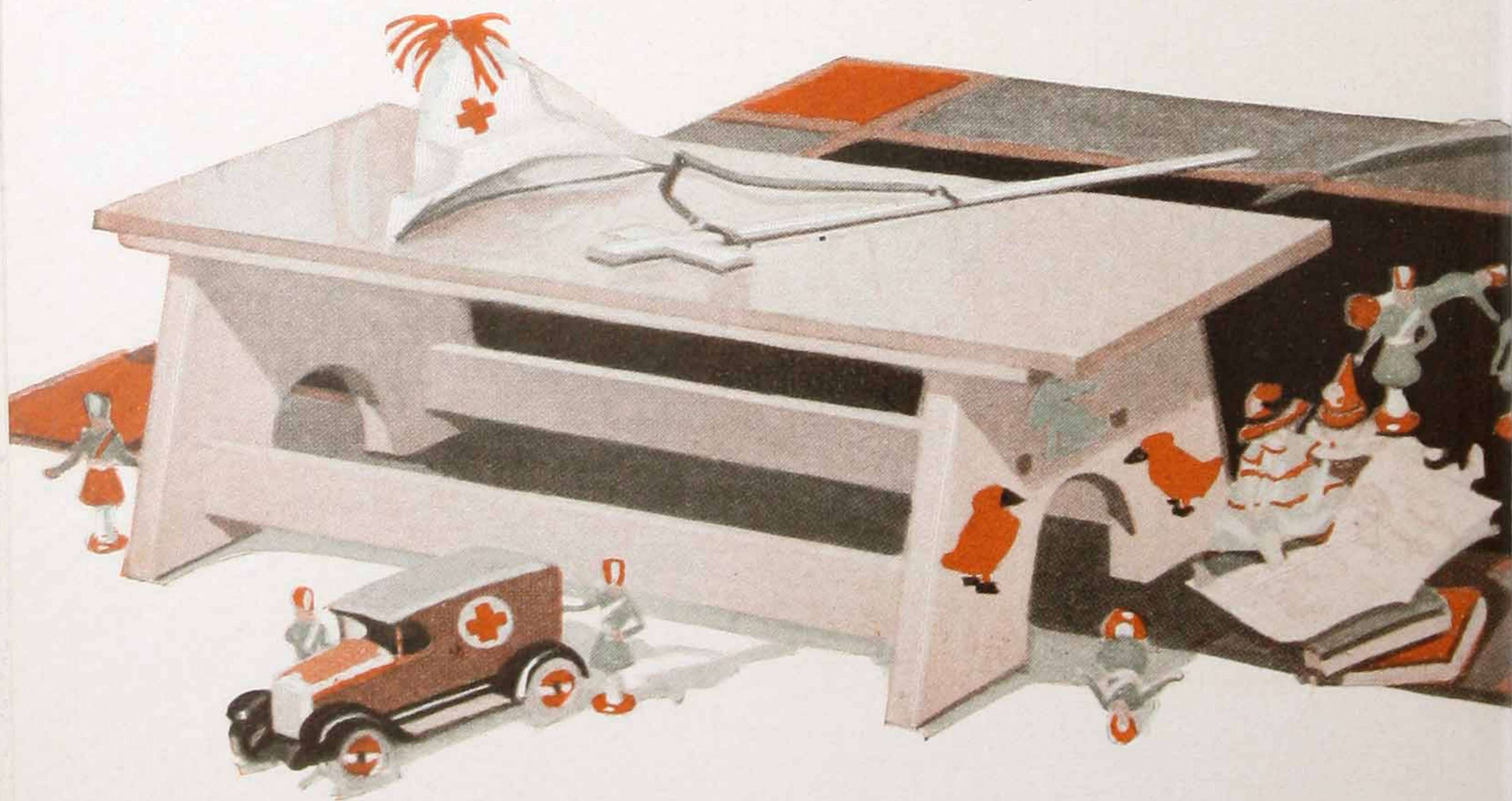
Regardless of how well your present heating plant keeps your house warm, you will get better results from Petro. It will *always* be the required temperature. Day and night all winter long.

Petro replaces coal with oil in your present heating system, whether it be a vacuum system, hot water or steam or a warm air furnace. But it means far more than merely a change in fuel!

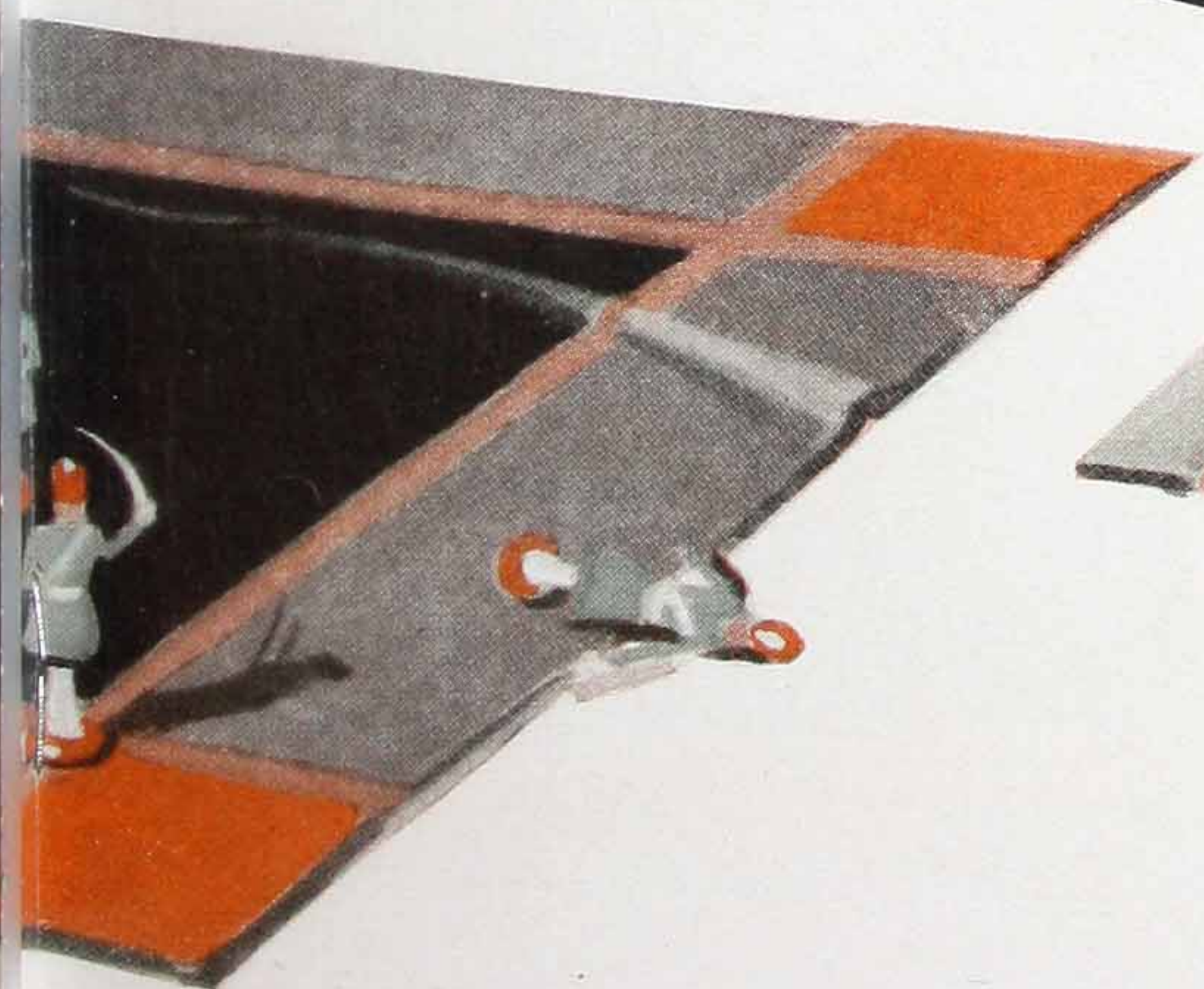
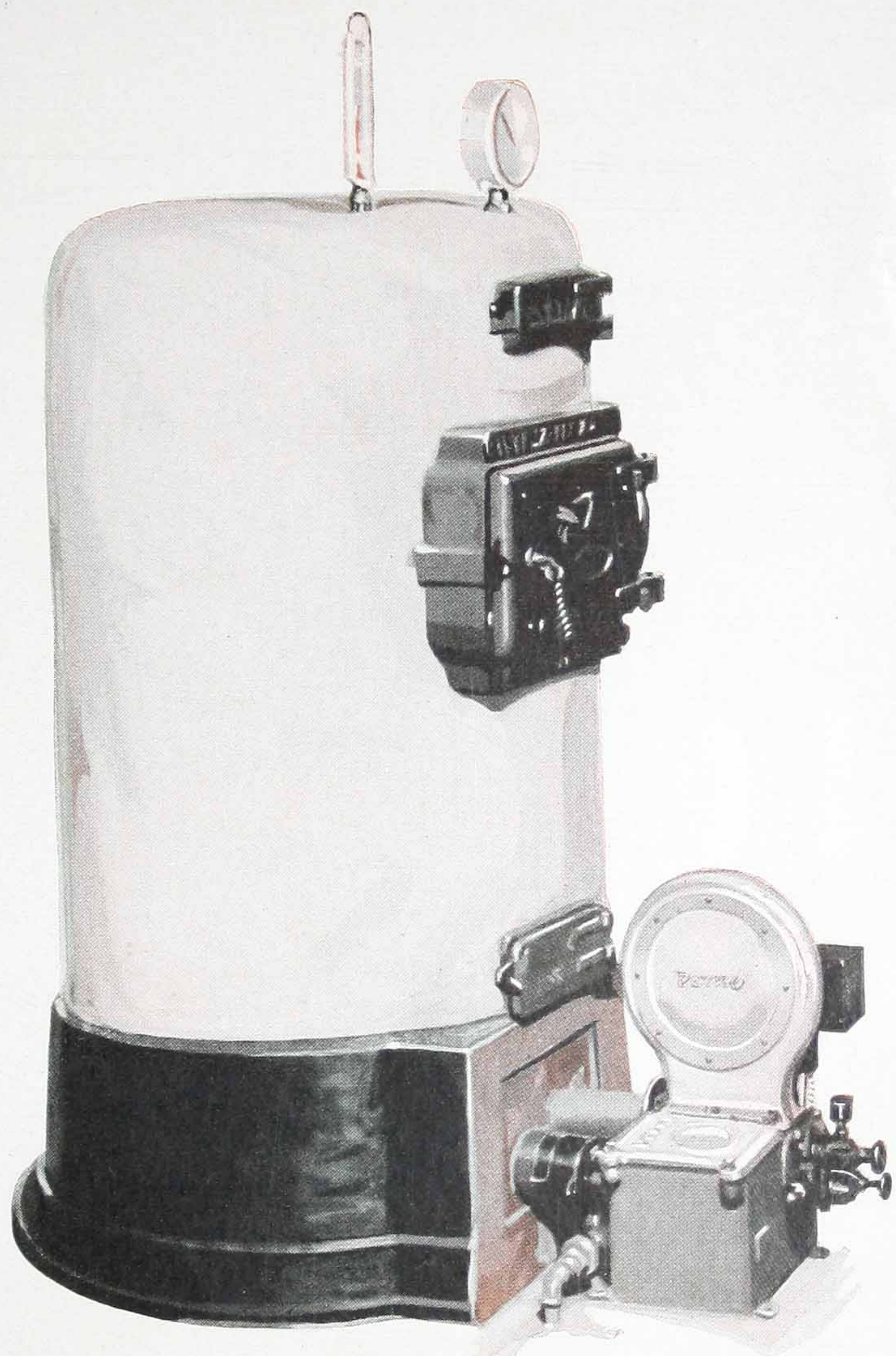
Petro becomes your fireman too. But one that is on duty 24 hours of the day. By means of the room thermostat upstairs, Petro knows when more heat is needed *before you do!* Automati-

cally, Petro starts and stops the generation of heat. You need never give the matter of heat a second thought. Your oil man will take over the task of keeping the tank full of oil.

You will find that the professional appearance of your Petro will inspire you to rearrange your basement. It is so compact, such a perfect example of engineering excellence that you will be proud to give it an attractive setting. With the coal bin and other litter out of the way, numerous, pleasurable ways will suggest themselves to make use of this available space.









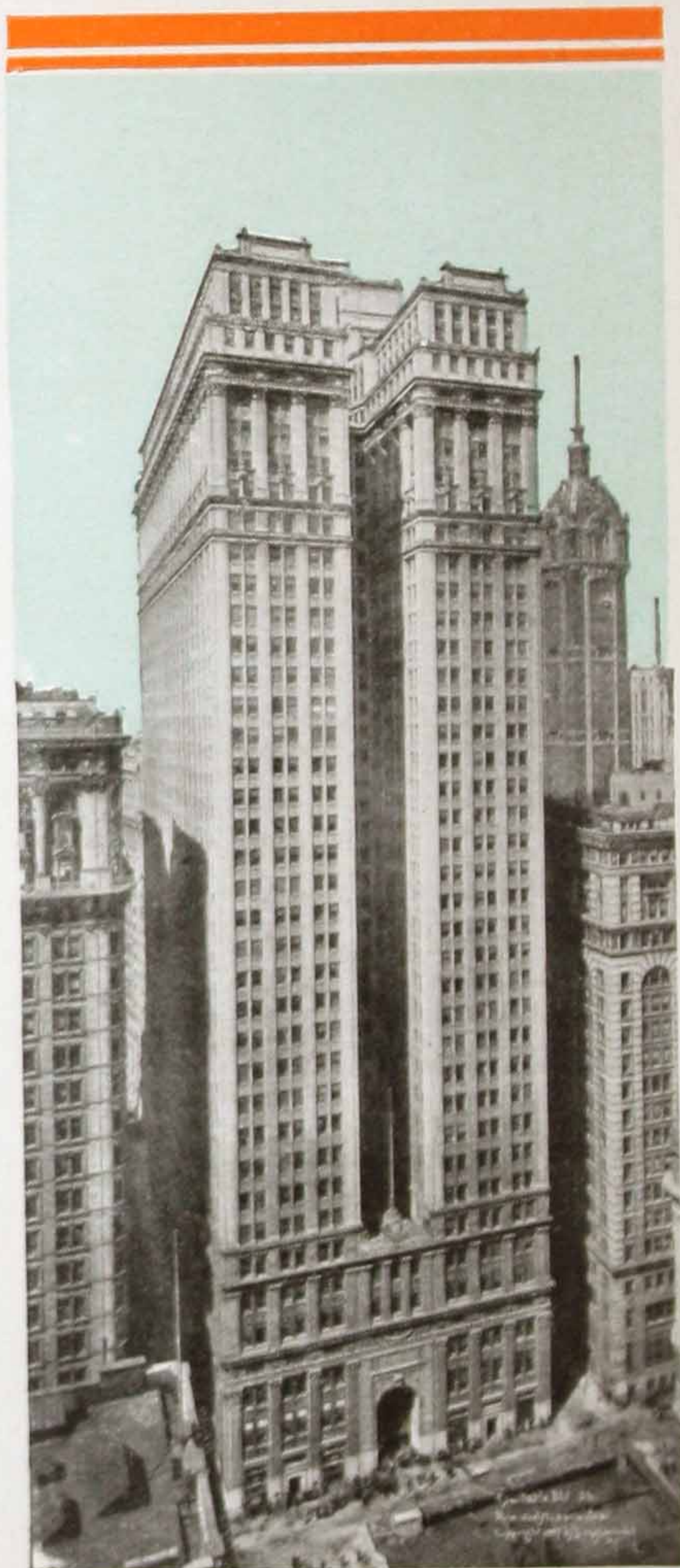
# Your Petro has a background of 25 years success in oil heating

A remarkable history lies back of the Petro you buy for your home. It goes back 25 years to 1903 when the original Petro was built. It goes back to California—to the *very first low pressure oil burner ever built!*

For 20 years the founder of the Petroleum Heat & Power Company has been engaged in the manufacture, sale and installation of oil heating equipment. He assisted in organizing and financing the Fess System Company of California in 1909. He was one of the pioneers in oil heating on the Atlantic Coast in 1915, at which time he organized the Petroleum Heat and Power Company.

Naturally with such a background and product, this company attracted the attention of some of the greatest capitalists and industrial leaders in the country. The prominence of these men who became its directors, their financial standing, their far-reaching accomplishments is a sponsorship that is unequalled in the oil heating industry.

Until 1922 this company specialized in industrial oil heating, and in the distribution of Fuel Oil. Today hundreds of such skyscrapers as the Equitable Building, the Metropolitan Life Insurance Building of New York City, and Harvard University, depend upon Petro for heat. Since the major idea in heating large



*The Equitable Building is heated by Petro*



buildings with oil is actual economy over coal, Petro engineers developed a system of using oil as low as 10 gravity Bunker C oil. It is so thick it can be handled with a shovel.

It was six years ago that this same genius was turned to a domestic Petro Oil Burner. Naturally the same fundamental principles that had proved themselves for 19 years were incorporated. In November, 1923 the first Petro was ready for installation in a home. Mr. Cyrus Field Judson of Ardsley-on-Hudson had this placed in his home and it is still there today!

Experience has shown that this original Petro was in advance of any oil burner then being offered the public. But being engineers, the Petroleum Heat & Power Company preferred to get history. No public mention was made then of this great device that has since become the leader in the field. Instead there were four more years of the most care-

ful observation as the number increased to thousands. A great new factory has been built to produce these superb burners with utmost efficiency.

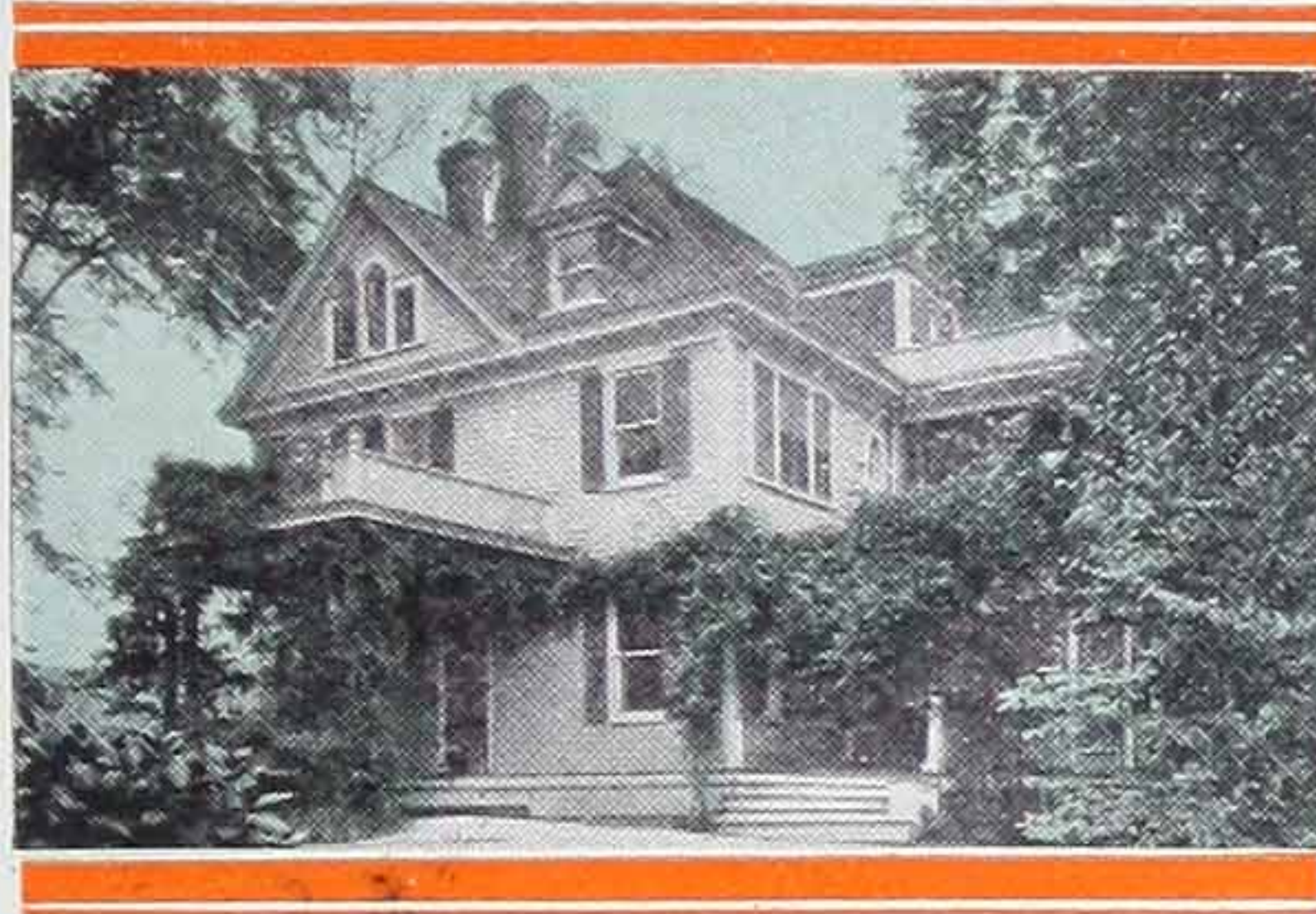
During these five years these Petros have operated in all types of heating plants. In large homes and small. In winter and summer. With heavy and light oil.

There is not a condition that can arise today that has not been met successfully scores of times before. Every Petro installed is giving satisfaction.

Now our engineers and entire board of directors are ready to

concede that they have developed the greatest oil burner ever built.

And back of this extraordinary oil burner is a company that rates triple A. With a distributing organization that comprises the most outstanding oil heating experts in the country. In addition to the product itself, the experience and stability of the company, you have a specific guarantee of satisfaction from the dealer who makes your installation.



*Residence of Cyrus Field Judson, Ardsley-on-Hudson*

## **Directorate of the Petroleum Heat & Power Co.**

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Ex-Fire Commissioner  
New York City  
Vice Pres. Bank of United States

### **T. Coleman DuPont**

Former U. S. Senator from Delaware  
Member Corp. Mass. Institute of Technology

### **W. C. Durant**

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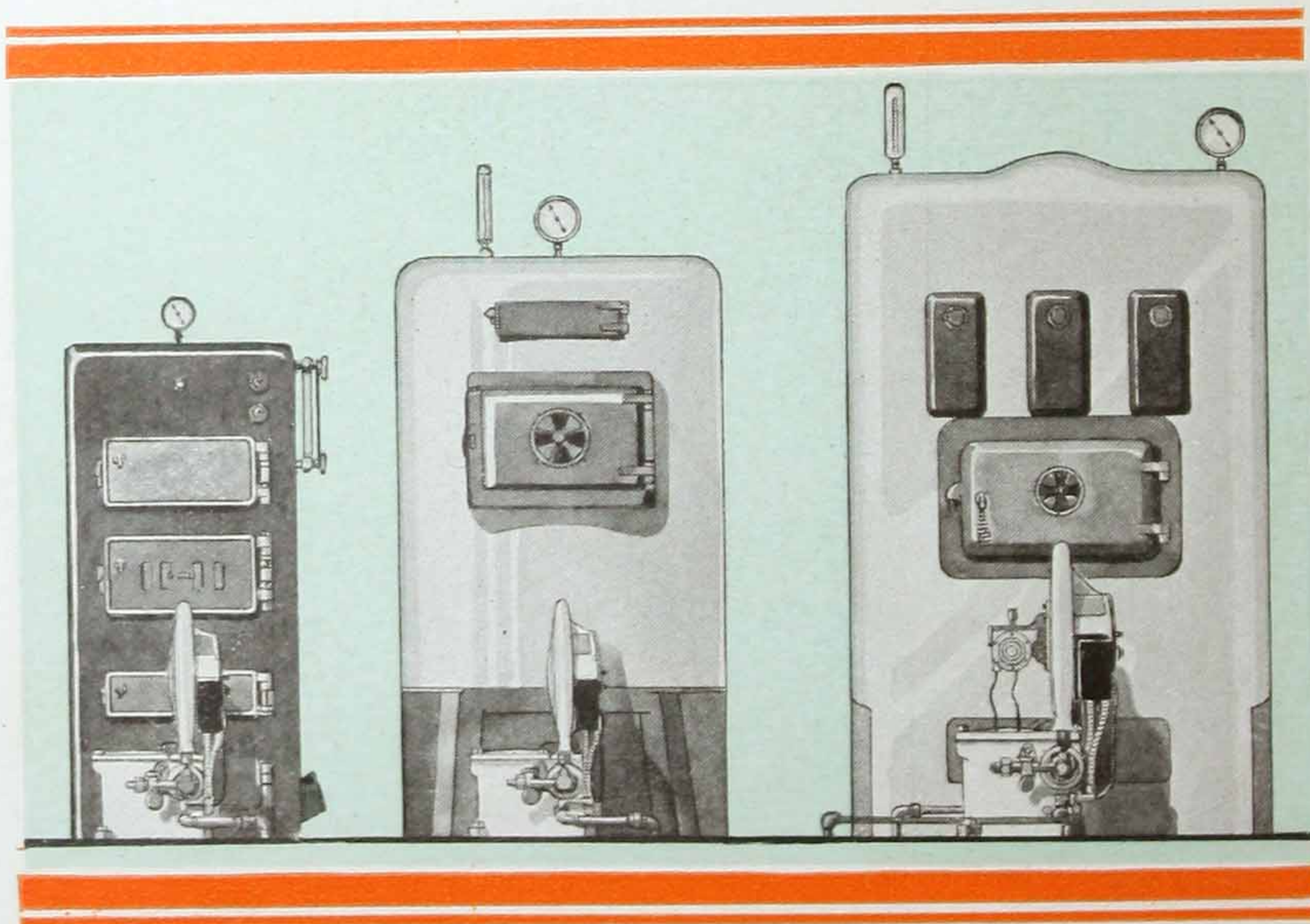
# There is a Petro for every known size heating plant

The completeness of the range of Petros is your assurance of efficient service in your own particular heating plant. You want reserve capacity to meet the needs of the most severe cold spell. But you don't want excess capacity that devours oil needlessly.

For 25 years Petro engineers have been designing oil heating equipment for large industrial uses. Each job was figured mathematically to produce the required amount of heat for the least possible cost in fuel. This

same regard has been shown in designing the four sizes in which Petro Oil Burners are available for heating homes. All use the same grades of oil, and are all equally automatic.

The smallest size Petro may be set to consume from 1 to 2½ gallons an hour during operation. At the lowest setting, a constant uniform temperature can be maintained in severest weather in a small bungalow of four rooms. By increasing the oil feed, this same Petro is ordinarily ample for a house with as many





as 10 large rooms. More accurately, the range of the smallest size Petro is from 200 sq. ft. of steam radiation to 1000 sq. ft.

The second size Petro has a capacity range from 800 sq. ft. of steam radiation to 2000 sq. ft. In terms of houses, this means from 8 rooms to 15 rooms. Any good heating plant that is capable of handling this load will take the LD-1 Petro.

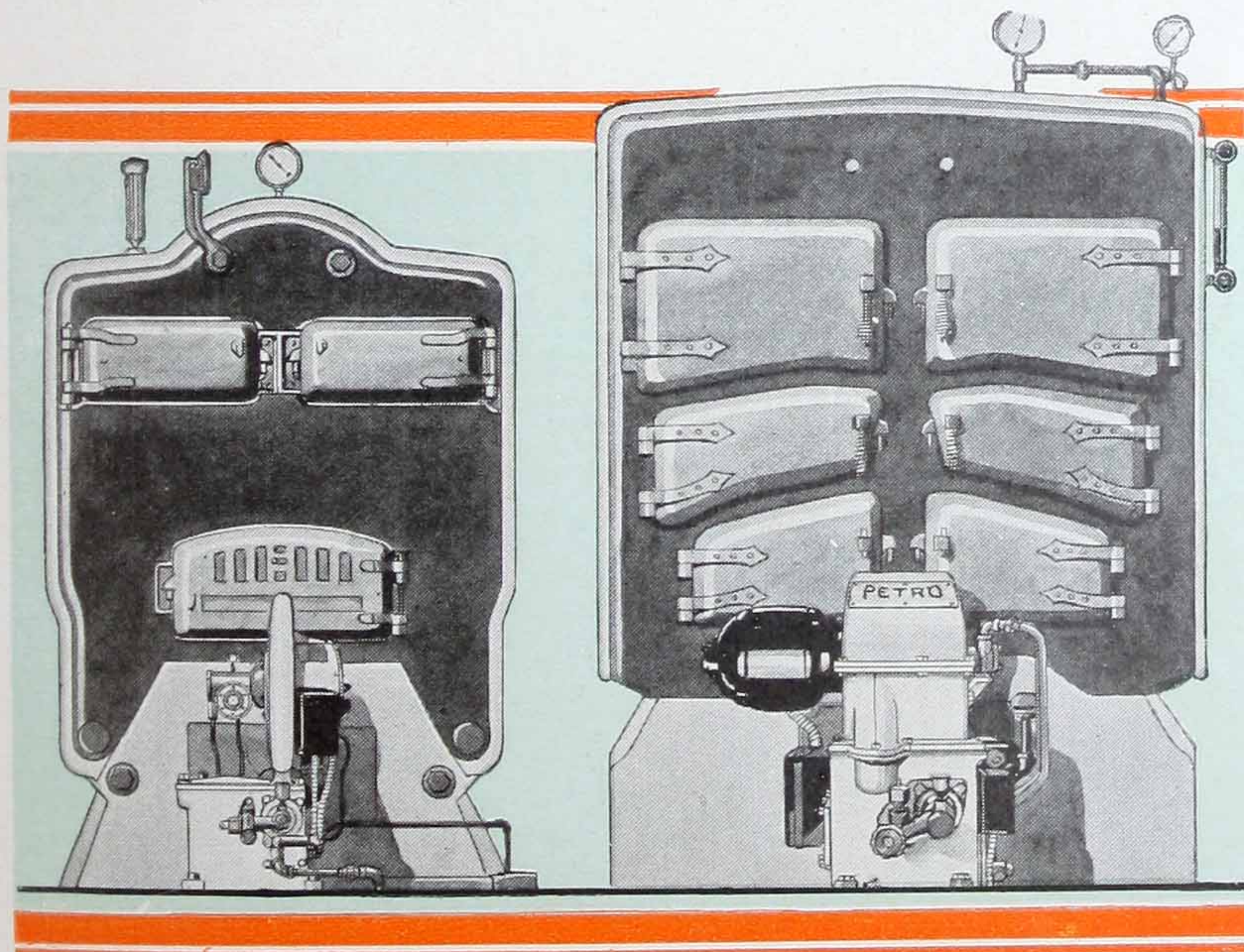
LD-2 Petro is designed for buildings larger than most homes run. Extensive estates, with garages, servants' quarters, etc., apartment buildings, small churches, stores, hotels, greenhouses and the like require a Petro with a range from 1800 sq. ft. of steam radiation to 4000 sq. ft.

The LD-3 Petro has a range from 4,000 to 8,000 sq. ft. steam radiation; the LD-4 from 8,000 to 17,500. They will handle any building up to one requiring

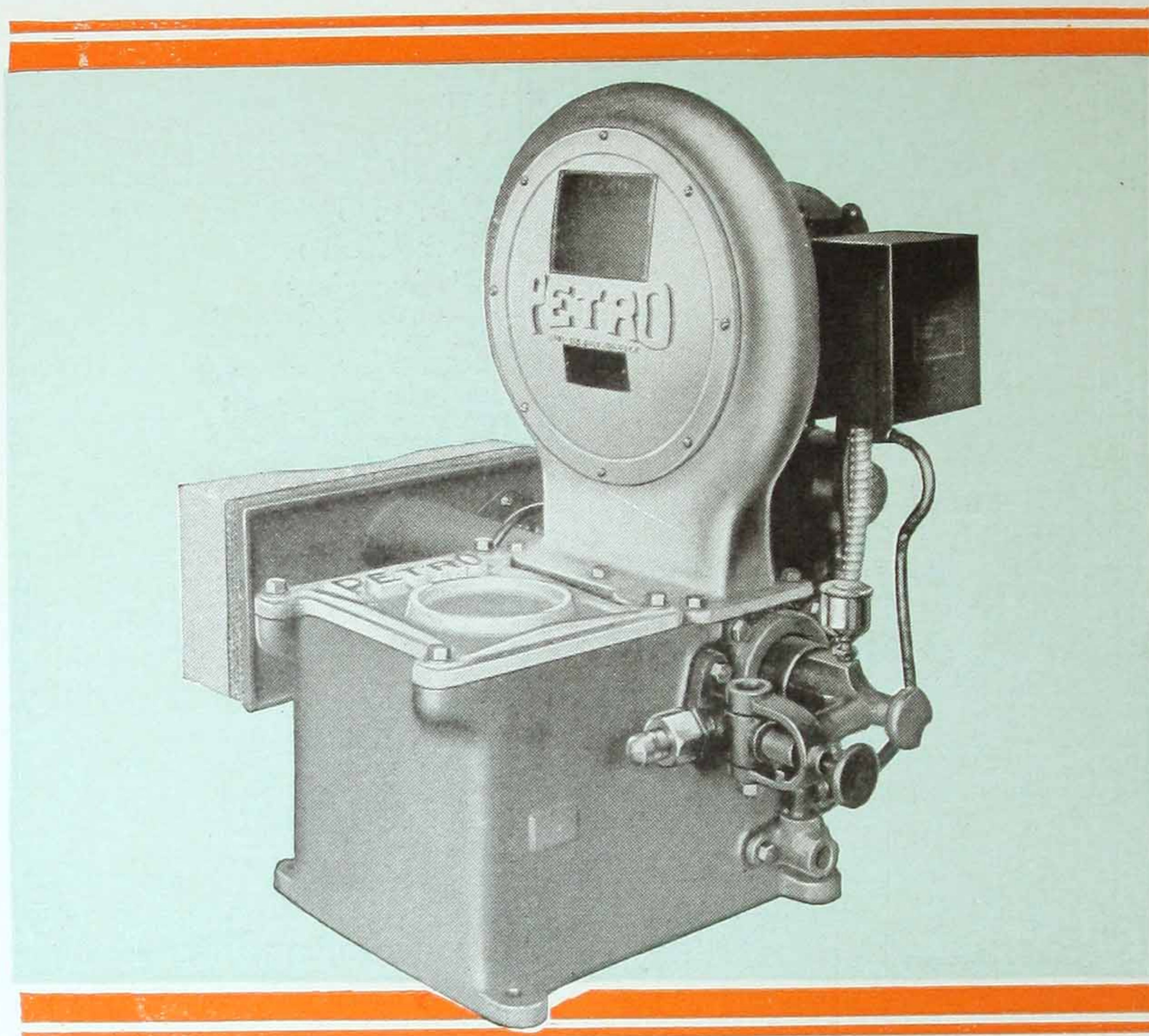
a 125 h. p. boiler. For buildings larger than this Petro makes a full line of industrial burners ranging from 25 h. p. boilers to 1000 h. p. For these, 10 gravity Bunker C oil is commonly used.

All five sizes of the domestic Petros operate on the identical principle. Air is employed to the same advantage in each. Each will handle the cheapest domestic fuel oil. The only difference lies in the size and capacity of the equipment. Where a small Petro is used for hot water purposes and a larger Petro for heating the house, the same storage tank of oil may be used by each.

So whatever type or size of good heating plant you now have, you can have the proper size Petro connected to it. Your local Petro dealer will make a survey of your heating plant and advise you if it is suitable for oil heat or how it can be made so.







## For houses of 4 to 10 rooms

LD-O Petro is built for the smaller homes. It is listed as standard by the Underwriters' Laboratories. It will burn the cheapest grade of fuel oil available for domestic use.

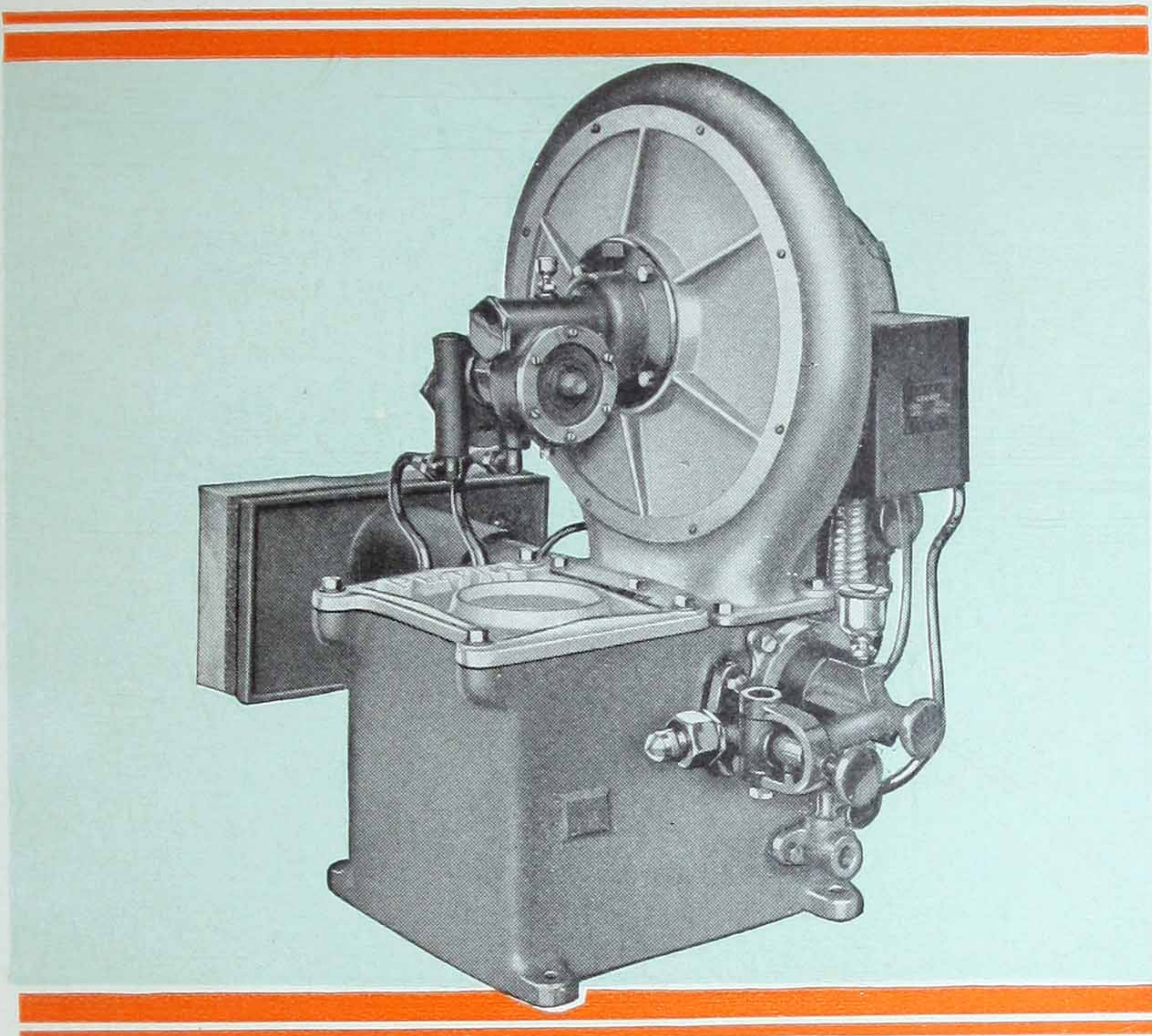
**Radiation:** 200 sq. ft. steam radiation to 1000 sq. ft.

**Motor:**  $\frac{1}{8}$  H. P. Alternating current.

**Ignition:** Combination spark and gas or straight spark.

**Controls:** Completely automatic Minneapolis-Honeywell equipment.





## For houses of 8 to 15 rooms

LD-1 Petro is specially designed for larger homes. It also is listed by the Underwriters' Laboratories, and will burn the cheapest grade of fuel oil available for domestic use.

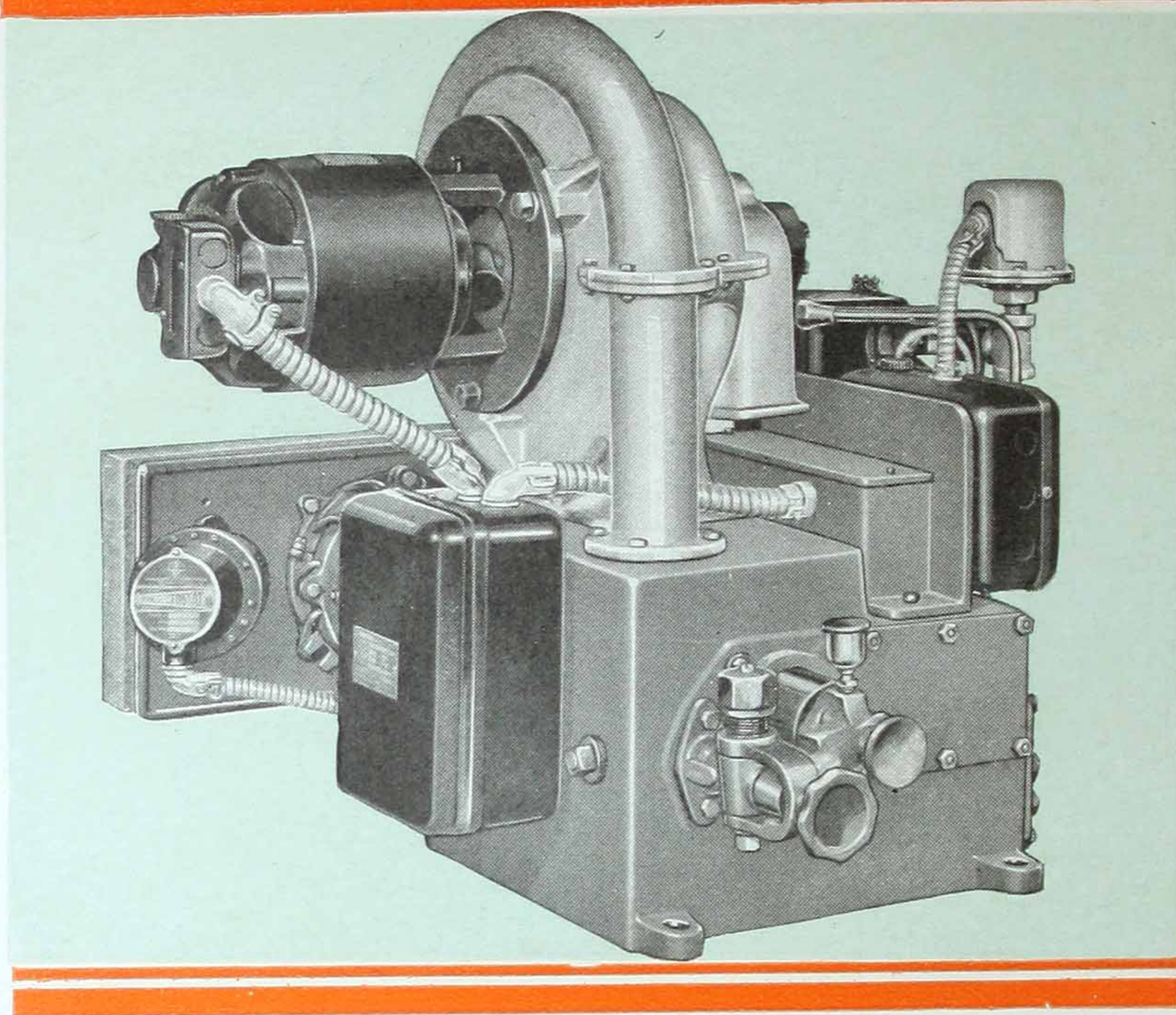
**Radiation:** 800 sq. ft. steam radiation to 2000 sq. ft.

**Motor:**  $\frac{1}{6}$  H. P. Alternating or direct current.

**Ignition:** Combination spark and gas or straight spark.

**Controls:** Completely automatic Minneapolis-Honeywell equipment.



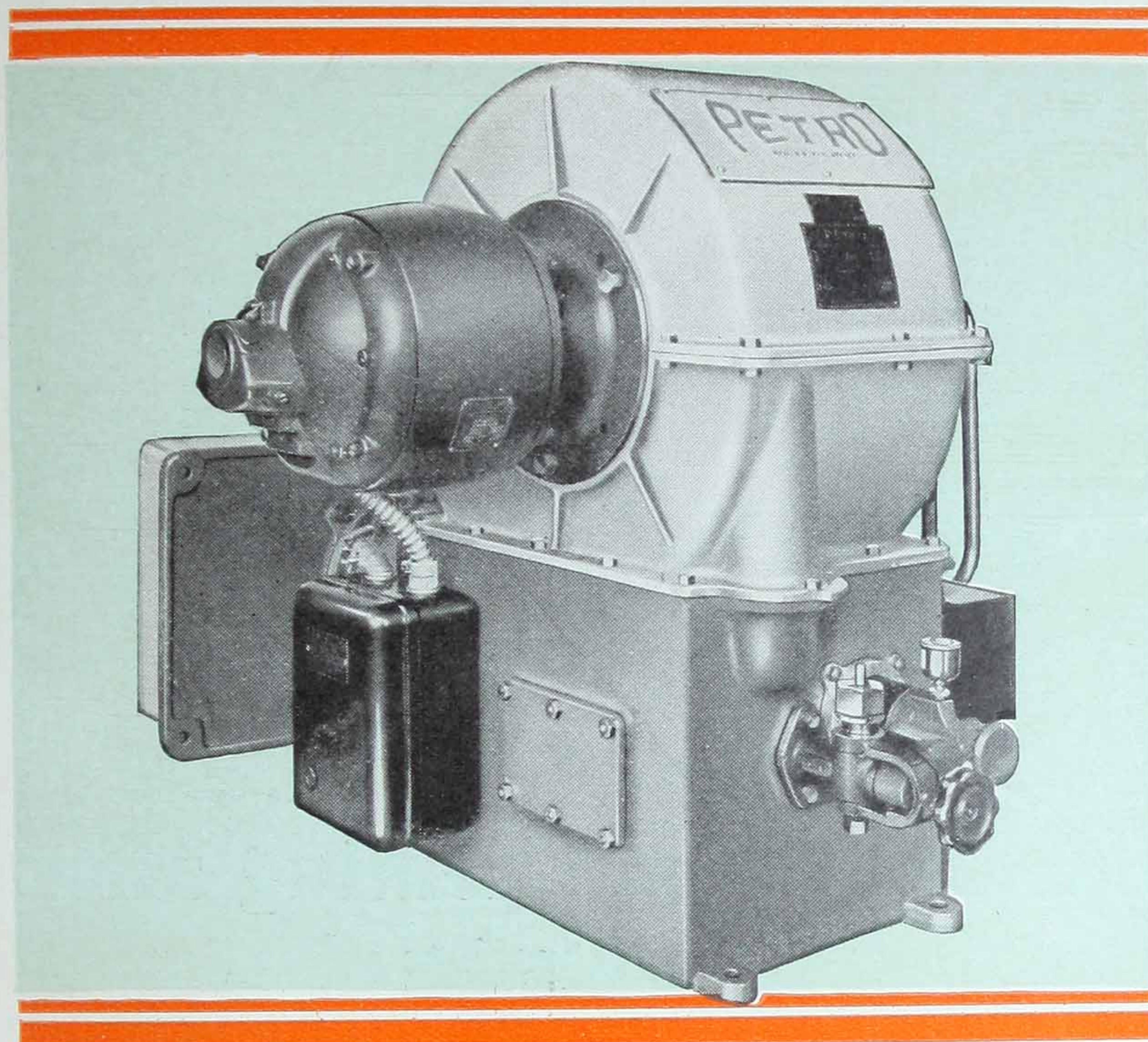


## For estates and buildings

LD-2 and LD-3 Petros are designed for intermediate size buildings of any character. They are listed as standard by the Underwriters' Laboratories, Inc. They will burn the cheapest grade of fuel oil available for full automatic operation.

	LD-2	LD-3 (illustrated above)
<b>Radiation:</b>	1800 to 4000 Square Feet Steam Radiation.	4000 to 8000 Square Feet Steam Radiation.
<b>Motor:</b>	$\frac{1}{3}$ H. P. Alternating or Direct Current.	$\frac{1}{2}$ H. P. Alternating or Direct Current.
<b>Ignition:</b>	Combination Spark and Gas or Straight Spark.	Combination Spark and Gas or Straight Spark.
<b>Controls:</b>	Completely Automatic.	Completely Automatic.





## For commercial buildings

LD-4 Petro may be used to a profitable advantage in any building of any character up to 17,500 feet of steam radiation. This includes large apartment houses, factories, office buildings, churches, green houses, schools, clubs, hospitals, etc. It is listed as standard by the Underwriters' Laboratories, Inc. It will burn the cheapest grade of fuel oil for full automatic operation.

**Radiation:** 8,000 to 17,500 Square Feet of Steam Radiation.

**Motor:** 1 H. P. Alternating or Direct Current.

**Ignition:** Combination Spark and Gas.

**Controls:** Completely Automatic.



## GUARANTEE

We hereby guarantee the PETRO oil burning equipment installed in accordance with our contract, for a period of one year from the date of installation. We agree to replace without charge, during that period, any part or parts found defective through imperfection in workmanship or material. This guarantee does not cover any replacement or service made necessary through misuse, carelessness or neglect on the part of the owner or operator.

We further agree to render twenty-four hour free service on the PETRO oil burning equipment, installed in accordance with our contract, throughout the current heating season. It is understood that this agreement does not cover service necessitated when no part of the equipment is at fault—for example, failure on the part of the owner to order fuel, failure on the part of the owner to set his thermostat at a temperature calling for heat, or other similar causes. In such cases a charge will be made for services rendered.

### YOUR PETRO DEALER

Date.....

..... Dealer's signature

## Accept this oil heating offer

*The only way to appreciate what Petro does for you is to have Petro do it for you*

Now for the first time you can actually enjoy oil heat before having to make your final decision. Before you make any payment whatsoever you can satisfy yourself that Petro is the ideal way to heat your home.

If your heating plant is suitable for oil heat, your local Petro dealer will install an LD-0 Petro and allow you to experience its advantages for two weeks. At the end of that period you can say yes or no. You alone are to be the judge. All that it can cost you is the trivial amount for the oil consumed, and this is offset by the coal not used.

At the end of the demonstration period you may make your first down payment and extend the balance over a period of a year if you prefer.

The installation is so simple, that your heating plant can be easily put back in its original condition in the event you prefer to go thru another year with the drudgery and uncertainty of coal heat.

This offer is conclusive evidence of the merits of Petro Oil Heat. Neither the dealer nor ourselves could afford to enter into such a demonstration, if we did not know in advance from experience just what your decision would be. Petro has never failed us in five years. It will be equally successful for you.

Since every Petro installation is guaranteed anyway, most people decide to have their Petro installed permanently at the start. They know that they will never want to part with it. They leave



the two weeks' offer for those few who must see to believe.

Both the guarantee and demonstration offer are sponsored by the Petroleum Heat & Power Company. You may be sure that the dealer we have appointed in your community is reliable, financially sound, and well versed on oil heating. To protect the good name of Petro, he will not attempt to make an installation in a heating plant so inefficient, antiquated, or under-capacity that *no* oil burner could render good service.

This demonstration will answer every question now in your mind. It saves you weeks of shopping around. Just looking at oil burners accomplishes so little. The more you look the more you become confused. You can shop a whole month and never learn what one day's happiness with Petro means. No explanation of a theory in the basement can equal the actual experience upstairs in your home.

When you consider the remarkable history and background of the Petro you select for your home, you will realize that there is no other choice for you. Its simplicity brought about by the scientific use of air as a motive force is your assurance of engineering excellence. The wide range of sizes guarantees a model exactly adapted to your individual heating plant. The guarantee of satisfaction and the demonstration offer are the most convincing proof that your Petro will give you a type of heating service beyond anything you have ever known.

The deferred payment plan makes it possible for you to enjoy

this new and wonderful experience while you are paying for it. There is no longer any excuse for delaying the happy day when you can remove the heating problem forever from your mind. Your family deserves this privilege. Nothing you can buy can possibly return as generous a yield in tangible, daily dividends.

Phone or call on your Petro dealer today. He will be pleased to make a complete survey of your heating plant and if necessary put it into shape to give you the maximum heating service. He will explain to you in detail the guarantee and how you may extend the payments over a period of a year.



*Petro can be installed any time without interfering with your comfort*





# PETROLEUM HEAT & POWER COMPANY

*Makers of Oil Burners Since 1903*

EXECUTIVE OFFICES AND PLANT  
**Stamford, Connecticut**

## BRANCH OFFICES

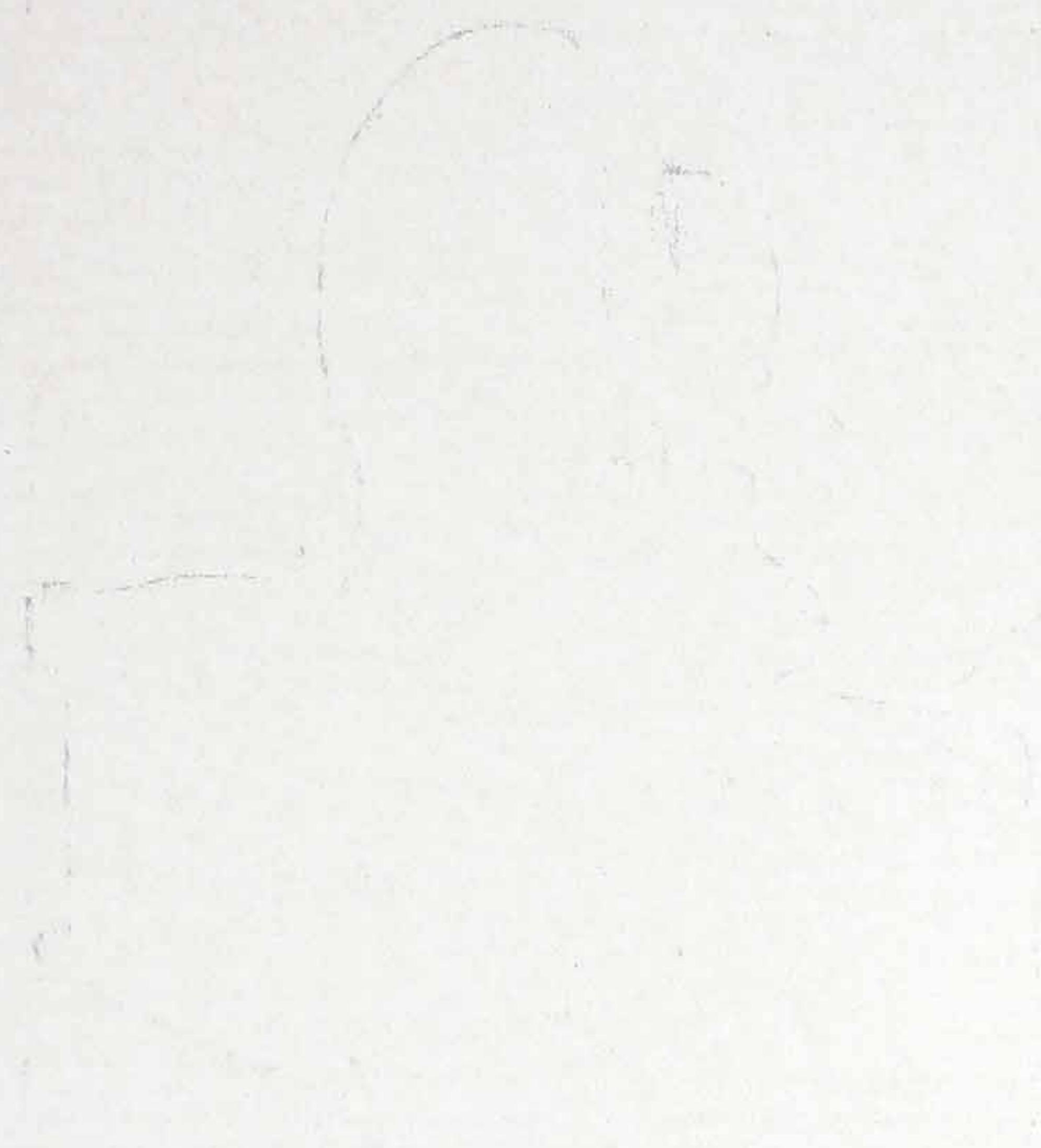
834 Commonwealth Ave.  
BOSTON, MASS.

511 Fifth Ave.  
NEW YORK CITY

32 Franklin St.  
PROVIDENCE, R. I.

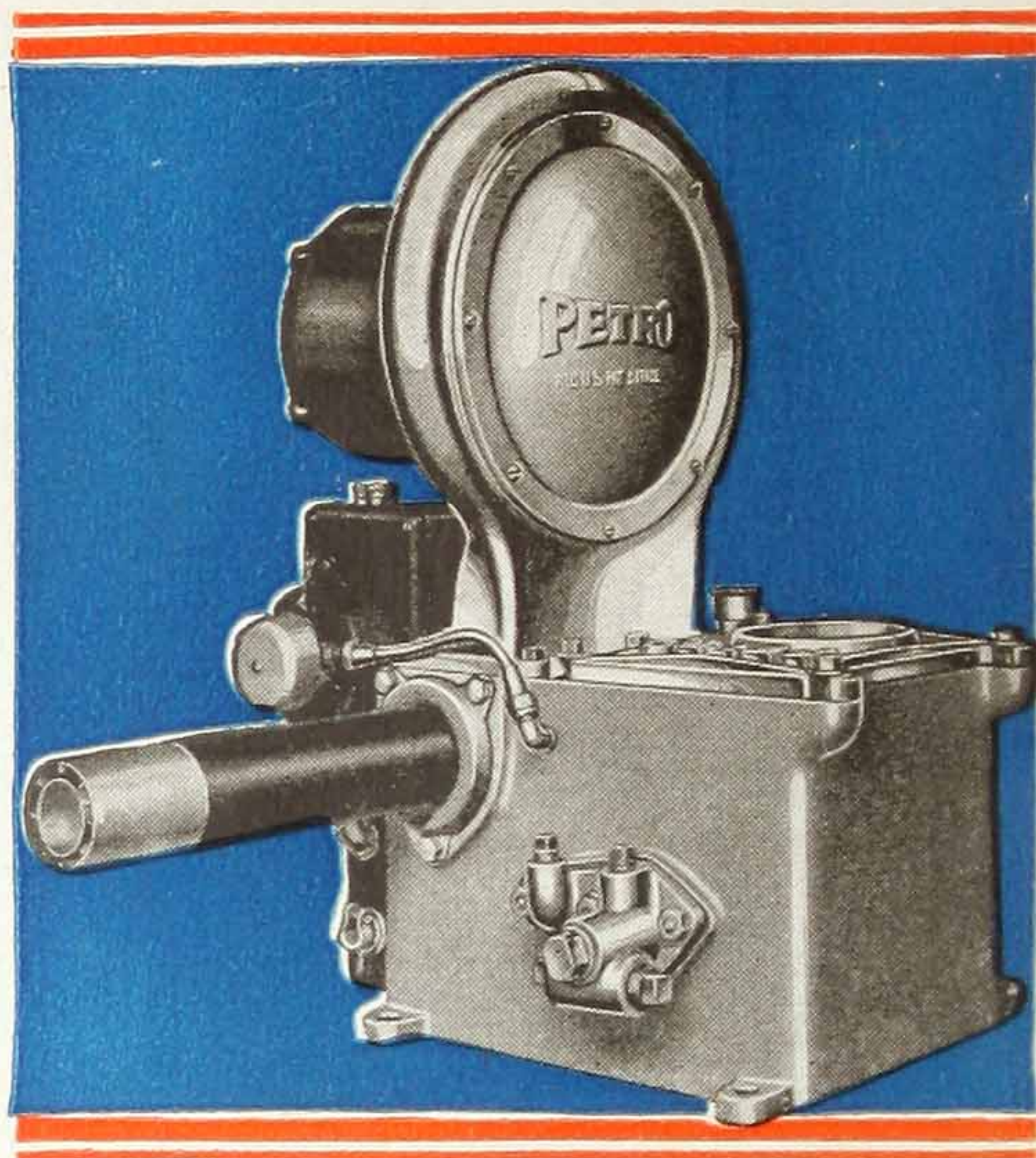
Fess System Company  
(Subsidiary)  
SAN FRANCISCO, CALIF.  
220 Natoma St.





Portrait of a man





# PETRO

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*Domestic and Industrial Oil Burners*